

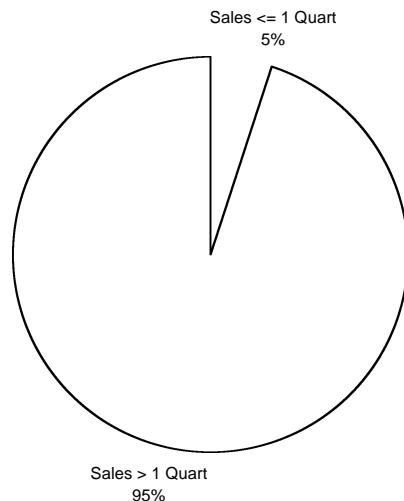
## Chapter 2 – SALES

The 1998 survey responses represent about 87.5 million gallons of architectural coatings sold in California in 1996. We believe that this represents about 97 percent of estimated total sales of architectural coatings in California. We arrived at this figure by taking 12 percent of the 1996 national architectural coatings sales figures reported by the United States Census Bureau, since California's population in 1996 was 12 percent of the nation's population.

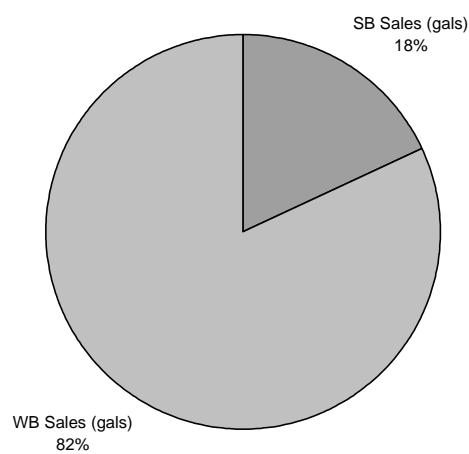
This section includes the following figures:

- Figure 2-1 shows the proportion of the 87.5 million gallons that were sold in one quart or smaller containers (5%), and those sold in containers larger than one quart (95%).
- Figure 2-2 shows the breakout of water-borne (82%) and solvent-borne (18%) coatings, as a percentage of the total volume of architectural coatings sold.
- Figure 2-3 shows the top ten categories of architectural coatings, as surveyed, by volume. The top ten categories account for about 88 percent of the total volume sold, or approximately 77 million gallons.
- Figure 2-4 shows the total sales by category for all the categories surveyed.
- Figure 2-5 that shows the solvent-borne and water-borne breakouts by category.
- Figure 2-6 shows the quart and greater than a quart breakouts.
- Figure 2-7 shows the sales volume by category arranged in descending order.

**Figure 2-1**  
**Total Sales Volume**  
**87.5 million gallons**  
**(quart breakout)**

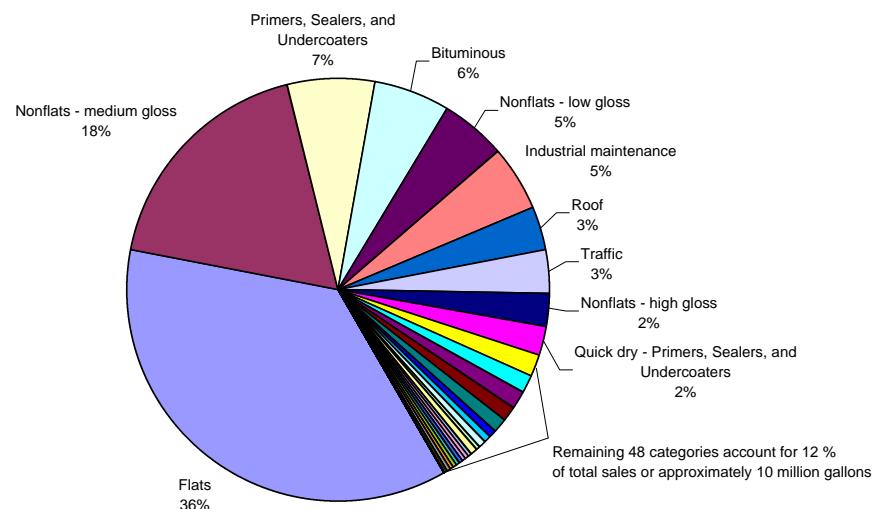


**Figure 2-2**  
**Total Sales Volume**  
**87.5 million gallons**  
**(Water-Borne & Solvent-Borne breakout)**

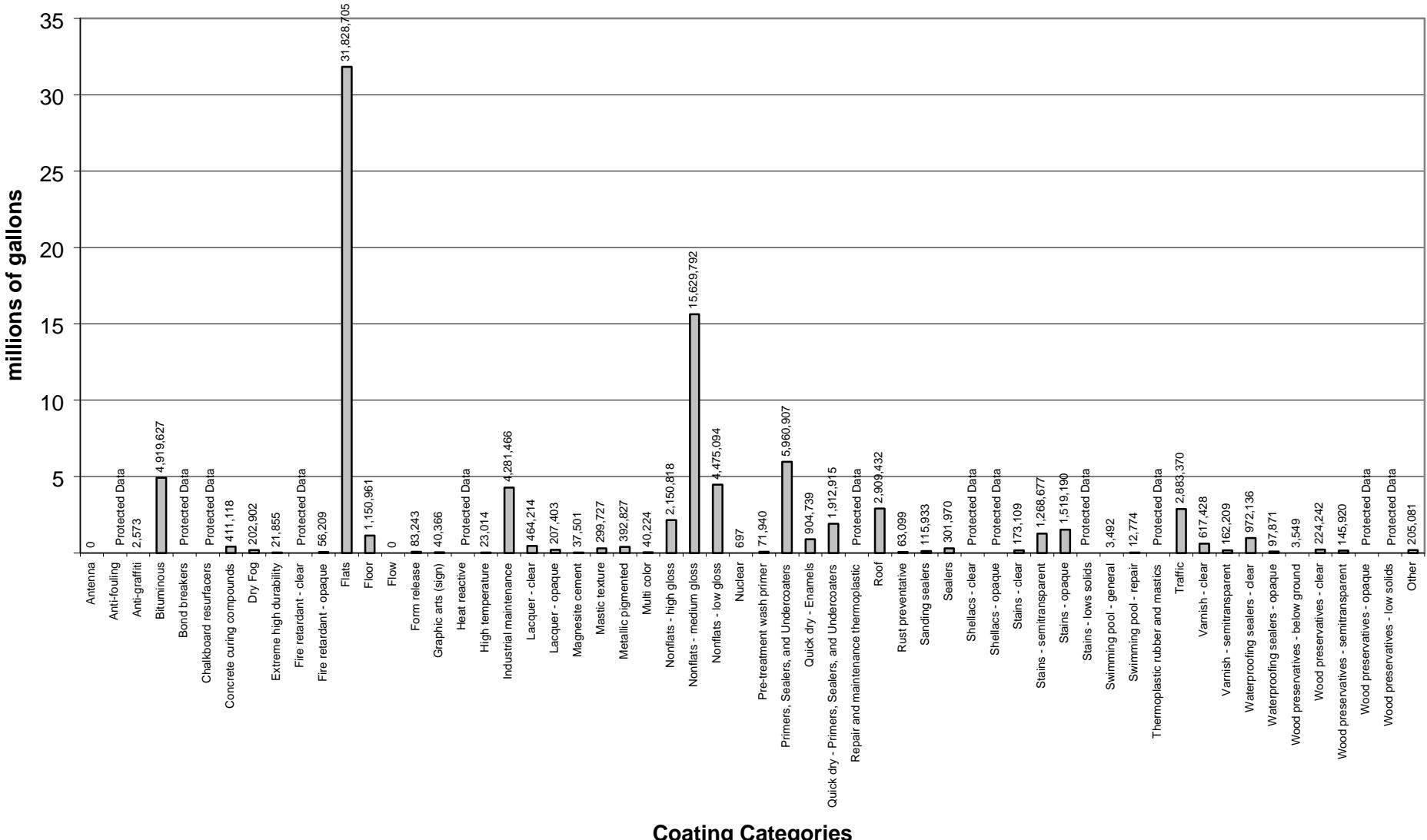


**Figure 2-3**  
**Top 10 Categories**  
**(Total Sales Volume = 87.5 million gallons)**

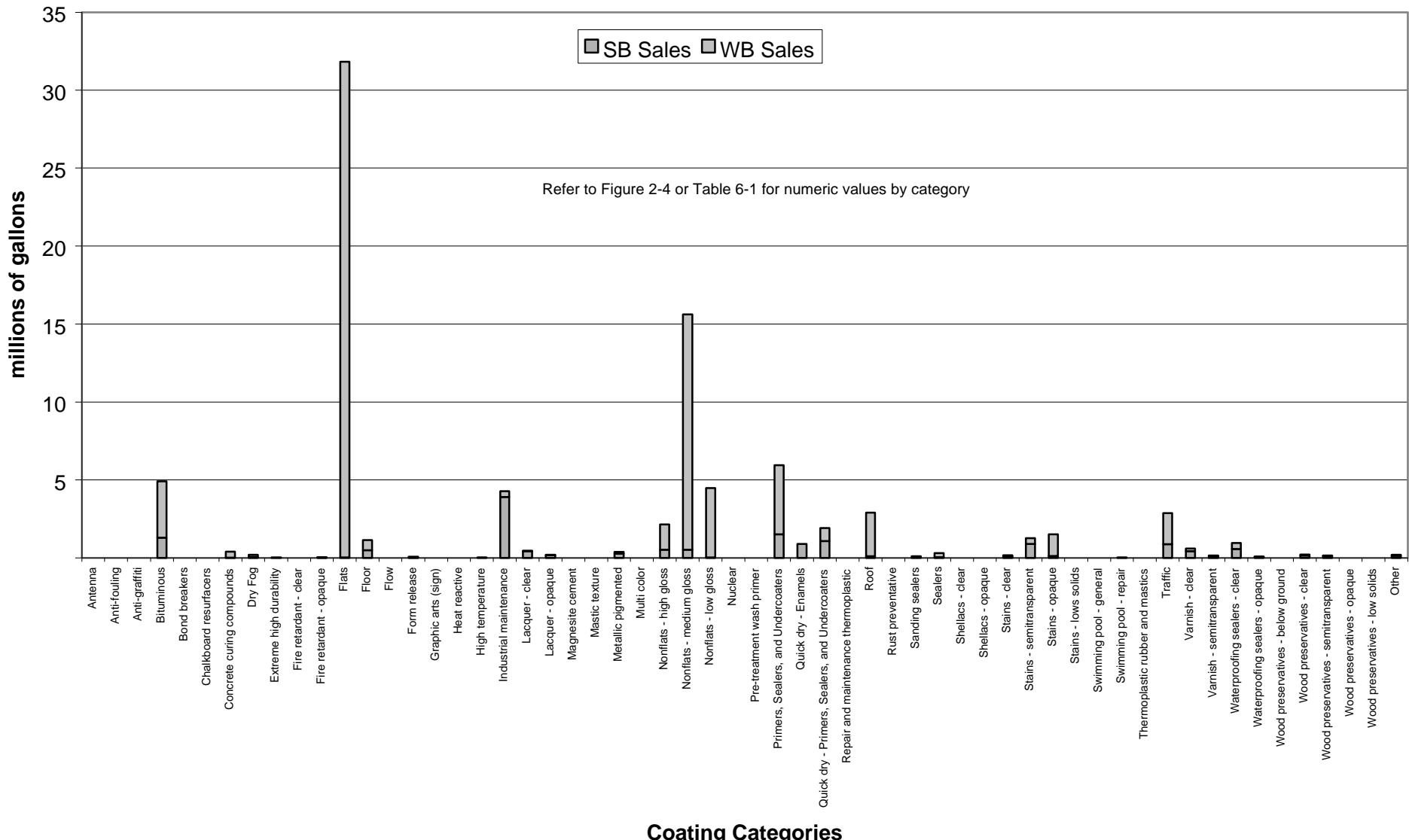
The Top 10 categories account for 88 % of total sales  
or approximately 77 million gallons.



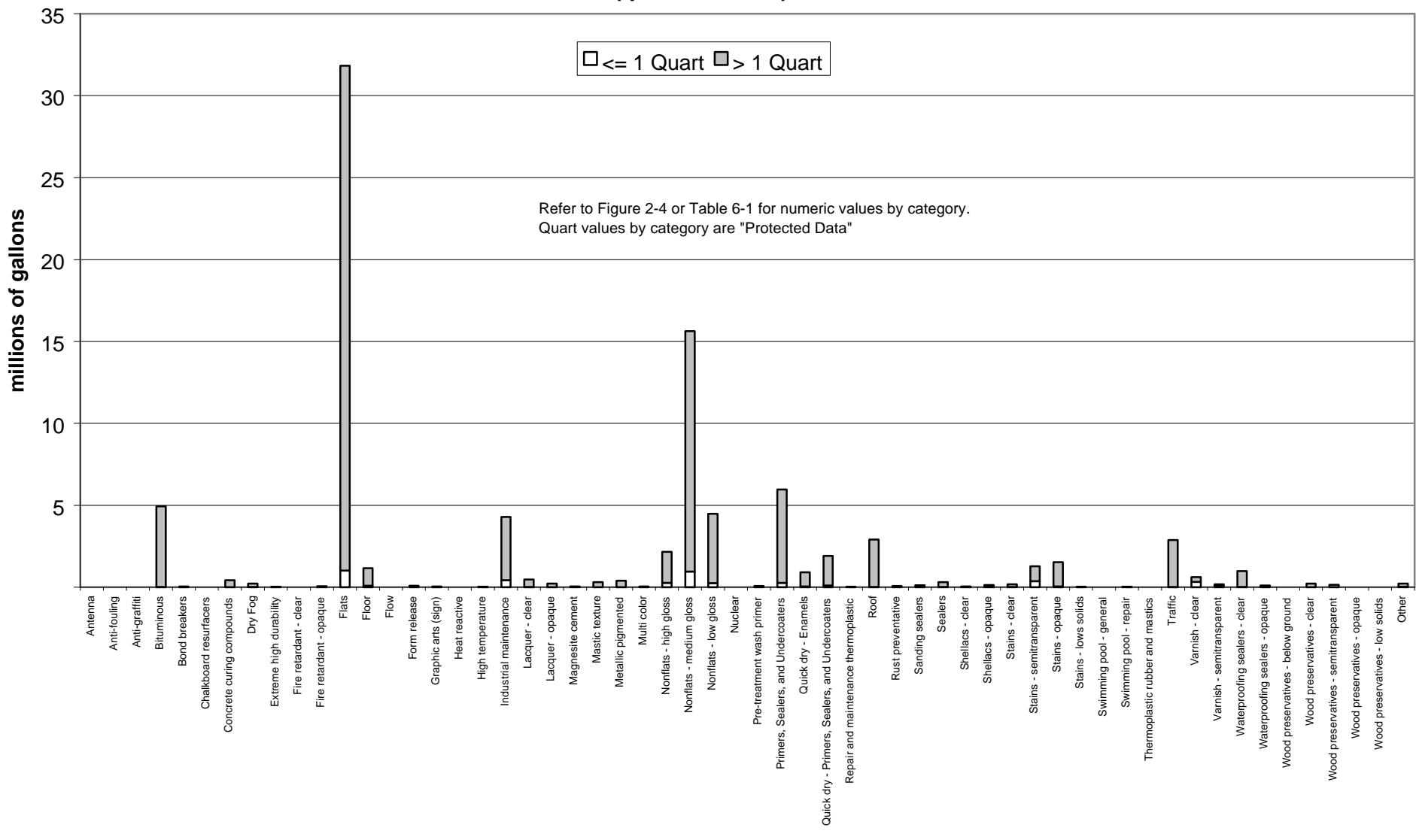
**Figure 2-4**  
**Total Sales by Volume**  
**by Category**



**Figure 2-5**  
**Total Sales by Volume**  
**by Category**  
**(Solvent-Borne & Water-Borne breakout)**



**Figure 2-6**  
**Total Sales Volume**  
**by Category**  
**(quart breakout)**



### Coating Categories

**Figure 2-7**  
**Total Sales by Volume (Descending)**  
**by Category**

